



To: Teachers and Parents of Grade 7-9 learners

Topic: Reading and Viewing- Interpretation of Texts (Graphic and Visual texts)

Message Objective(s):

Learners should be able to:

- Effectively find, interpret, evaluate, create images, and use visual material in an effective and self-aware manner.

Message:

Its holiday time! Many of the learners will be watching TV, going to the movies and spending time on the internet and this resulting in incidental reading of visual text.

Visual literacy is an important area of study for Senior Phase learners. *TV, internet, posters, animations, film clips, web pages and the social media are a rich source of materials.*

Learners should:

- a) Examine the layout of popular websites
- b) Examine how attention is gained by advertisers

Learners must make note of the following:

- ✓ Persuasive techniques : Emotive language, persuasion, bias and manipulative language.
- ✓ How language and images depict values and attitudes.
- ✓ Impact of font types and sizes, headings, and captions.
- ✓ Analyse, interpret, evaluate a range of cartoons and comic strips.

Happy Holidays

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References:

- ✓ EFAL SP GRADE 7,8 AND 9 REVISED ATP TRACKERS
- ✓ <https://nect.org.za/materials/recovery-atps-trackers>
- ✓ CAPS SP FAL ENGLISH GR 7-9 pg27